

Message Text

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PAGE 01 STOCKH 02474 121248Z

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 121200Z JUN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 2164

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2474

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: SEPTEMBER SHOW

FOR: BIC/OIM

1. REF. FOLLOWUP REQUEST MAY 22. OUR LETTER TO MR. LIVINGSTON UNANSWERED. STC PHONE CALLS REVEALS LITTLE INTEREST. MR. LIVINGSTON REFERRED TO THEIR SCANDINAVIAN REP., SCANTICON AS, AARHUS, DENMARK. THIS NEW LEAD BEING FOLLOWED UP.
2. REF. FOLLOWUP REQUEST MAY 28. STC NOT ABLE TO REACH MR. HELGE NORMAN OF TRANSWORLD MARKETING INSTITUTE OVER TELEPHONE. WE HAVE SENT HIM A MESSAGE THAT HE URGENTLY CONTACT US.
3. REF. FOLLOWUP REQUEST APRIL 24. MR. ARTHUR ROCHESTER OF XEROX LEARNING SYSTEM DECLINES DUE SYSTEM WILL NOT BE ADAPTED FOR SWEDEN IN TIME.
4. REF. FOLLOWUP MAY 7. MR. ENGLESON OF NCR DECLINES FOR BUDGETARY REASONS.
5. REF. FOLLOWUP REQUEST JUNE 2. MR. R. LESEBRE OF AUDIO VISUEL T CENTRUM AS, COPENHAGEN, LEXICON'S SCANDINAVIAN REP. WILL RETURN FROM ABROAD NEXT WEEK. HOWEVER, ONE OF HIS ASSOCIATES STATES THEY ARE INTERESTED. THE DANISH FIRM REPRESENTS A NUMBER OF UNCLASSIFIED

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US COMPANIES IN THIS FIELD. TO PREPARE FOR A POSSIBLE DEVELOP-

MENT PLEASE CONTACT LEXICON AND LET US KNOW SOONEST WHETHER
THEY APPROVE DANISH FIRM ENTERING SHOW FOR SEVERAL PRINCIPALS
AND ARE WILLING SPLIT FEE PROPORTIONALLY. INFORMATION WE
RECEIVED INDICATES LEXICON NEW-TO-MARKET SINCE PRODUCT NOT
MARKETED ALL SCANDINAVIAN COUNTRIES. WE WILL TELEPHONE MR.
LESEBRE IMMEDIATELY UPON HIS RETURN EARLY NEXT WEEK.
STRAUSZ-HUPE

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NNN

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